

# Earned Media



## Highlights:

- Six media hits garnering 5,723,914 impressions, including a national hit on Yahoo! Food in December
- Cathy Enright and Kevin Folta took part in a media teleconference with Bloomberg, POLITICO, AgriPulse and CQ Roll Call leading directly to a piece in POLITICO and informing a piece in CQ Roll Call
- Cathy Enright interviewed for new Yahoo! Food section about GMO basics and KGNC Radio in Amarillo Texas about the future of agriculture and GMOs

POLITICO



CORN & SOYBEAN

DIGEST™

St. Louis  
Business  
Journal

YAHOO!  
FOOD

Bloomberg

## 2013 Highlights:

- 81 media placements garnered 10,152,217 impressions with Cathy Enright, Martina Newell-McGloughlin and Cami Ryan frequently quoted
- 26 media placements on Launch Day including The New York Times and Huffington Post
- Ongoing development of relationships with Tamar Haspel, The Motley Fool and POLITICO



Open to Your Questions  
About How Our Food Is Grown

